

## Leaseweb Enhances Customer Loyalty with Global Web Hosting DDoS Scrubbing Service Powered by A10 Thunder TPS and Intelligent Automation



Industry | Cloud & Hosting Providers

DDoS attacks are growing in frequency, intensity, and sophistication. More and more small and medium businesses are targeted, disrupting business operations and taking down vital digital services. Businesses both large and small are looking to managed services to protect against this surge of malicious traffic.

Leaseweb not only wanted to protect its own global infrastructure against distributed denial of service (DDoS) attacks, but also to offer managed protection services to its customers. In business for 20 years, Leaseweb offers a range of cloud hosting services, including dedicated services, private cloud, a content delivery network, and hosting. More than 17,500 organizations depend on the company's infrastructure services.

*A10's innovations have a major impact on the business continuity of customers that use Leaseweb's global cloud hosting services, as well as on the economics of our DDoS IP Protection services and the workload in our operations teams.*

– Bart van der Sloot  
Managing Director, Leaseweb Network



Network Solution  
A10 Thunder TPS



Critical Issues

- Protect global infrastructure and offer managed DDoS protection service



Results

- Launched scrubbing service that generates profits
- 98 percent of DDoS attacks mitigated automatically
- Increased subscriber Net Promoter Score (NPS)
- 11 percent reduction in support tickets

## Challenges

With no way to know the motivation or timing of attackers, Leaseweb must proactively defend itself before the attack starts. DDoS attackers were a customer pain point, and once an attack was underway, manual interventions were no longer effective.

Bart van der Sloot, managing director of Leaseweb Network, wanted a proactive approach to detect and mitigate DDoS attacks, and ensure the uptime, performance, and integrity of its global network. "Performance, flexibility, security, and economics are central to the design of Leaseweb's global network," he says.

Van der Sloot knew that intelligent automation would enable Leaseweb to precisely protect customers under attack, without other customers becoming collateral damage. Leaseweb's global infrastructure would be protected against potential damage by malicious traffic.

## Selection Criteria

DDoS defense has traditionally been an expensive proposition, but van der Sloot knew that finding the right solution for DDoS protection services could not only protect the company's global infrastructure, but also create a foundation for new, revenue-generating managed security services.

Leaseweb looked for a DDoS protection solution that could provide global availability, protect individual IP addresses, and be easily integrated into other Leaseweb threat detection systems. The solution, of course, needed to be fast and affordable.



*"We chose an open, best-of-breed solution, with Andrisoft Vanguard for DDoS detection and A10 Thunder® Threat Protection System (TPS) for DDoS mitigation," says van der Sloot.*

*"An open solution simplifies integration with our infrastructure and enables powerful automation."*

## Solution

Leaseweb initially deployed A10 Thunder TPS across its European scrubbing centers, and based on the success, expanded the protection to its U.S. and Asian operations.

*Leaseweb operates 19 data centers and 36 points of presence across four continents.*

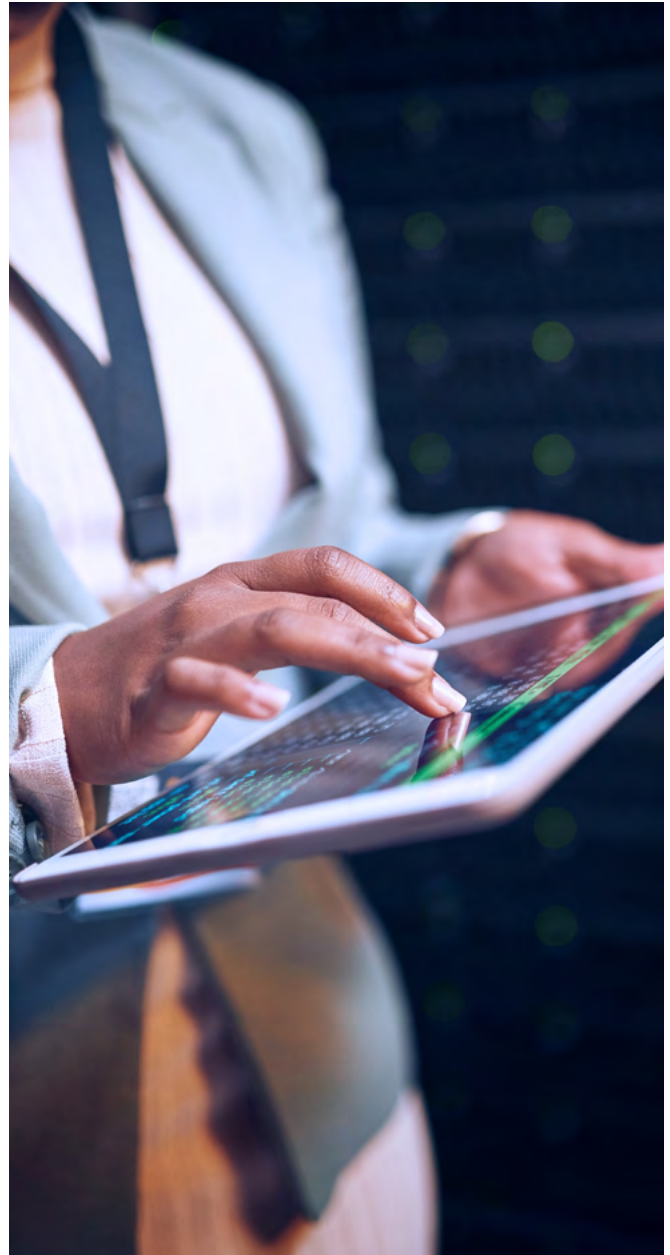
"A10's innovations have a major impact on the business continuity of customers that use Leaseweb's global cloud hosting services, as well as on the economics of our DDoS IP Protection services and the workload in our operations teams," says van der Sloot.

A10 changes the traditional economics of DDoS protection, enabling Leaseweb to cost-effectively provide DDoS defense services to protect customers. Leaseweb recognized that all of its subscribers were vulnerable to DDoS attacks and that these businesses needed some level of DDoS protection regardless of the subscriber's available budget. In response, Leaseweb built a tiered offering that provides differentiated services to increase revenues and match all of its subscriber's risk profile and budgetary constraints.

A10 Thunder TPS provides Leaseweb with intelligent automation to defeat the full spectrum of DDoS attacks across its global infrastructure. A fully automated response enables Leaseweb to reduce staffing and speed response time.

"The ability to automate and scale the delivery of differentiated services has had a major impact on the quality and economics of our DDoS scrubbing services," says van der Sloot. "A10's innovations are significant advancements."

The company's CRM system is integrated with the DDoS protection service, so customers are automatically notified when scrubbing starts and ends. The DDoS service is also integrated with its IT inventory system so IP addresses and detection profiles are always up-to-date.



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## Results

With A10 Thunder TPS as a foundation, Leaseweb launched a DDoS scrubbing service that generates profits. Customers can choose the right level of DDoS defense for their business. Standard DDoS IP protection is free, with the base level service handling volumetric attacks of up to 5 Gbps and protecting customers within two to three minutes.

Customers that need additional defense can subscribe to the next level of service, which mitigates an attack in less than 90 seconds and protects against any type of DDoS attack. The most digitally connected businesses can choose a fully customized service level that protects against both volumetric and protocol attacks as well as application level, with a mitigation time of two to three minutes.

“Using intelligent automation across the full DDoS protection lifecycle has enabled Leaseweb to lower operating costs and be more responsive when under attack,” says van der Sloot. “Our scrubbing centers mitigate 98 percent of DDoS attacks.”

Since deploying intelligent, automated DDoS protection, Leaseweb also has seen an 11 percent reduction in support tickets. Leaseweb has improved the experience of both its customers and help desk agents, and lowered its OpEx.

Customers are happier, too: Leaseweb has seen its Net Promoter Score (NPS) subscriber loyalty metric rise. Going to lengths to measure customer satisfaction and analyzing every aspect of its business enables Leaseweb to deliver the right services at the right time to customers.

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## Success and Next Steps

Leaseweb continues to look to A10’s innovations in intelligent automation and machine learning to protect its global infrastructure and further minimize false positives. That will drive service quality and efficiency even higher. Machine learning drives analytic insights, and automation makes it possible to correlate these insights to proactively defend networks.

### About Leaseweb

Our company started in the clouds. Twenty years ago while still working as professional pilots, our Dutch founders understood the importance of reliability and global connections. They crossed borders. They safely brought passengers, crew, and craft around the world.

Witnessing the growth of the internet around the world, our founders envisioned how they could use their skills and experience to build the internet as a service, making it accessible and available to everyone. Today, that same vision remains part of our DNA.

We have always aimed to go beyond expectations. Growing from a startup to a global player is just the beginning. We have the drive, experience, and ambition to go faster and further, while never forgetting the importance of trust and reliability. We’re proud of who we are and excited about the future.





The State of DDoS Weapons Report

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## About A10 Networks

A10 Networks (NYSE: ATEN) provides secure application services for on-premises, multi-cloud and edge-cloud environments at hyperscale. Our mission is to enable service providers and enterprises to deliver business-critical applications that are secure, available and efficient for multi-cloud transformation and 5G readiness. We deliver better business outcomes that support investment protection, new business models and help future-proof infrastructures, empowering our customers to provide the most secure and available digital experience. Founded in 2004, A10 Networks is based in San Jose, Calif. and serves customers globally.

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